

# Elizabeth Arden partners with stylist Cristina Rodriguez to design new TR Beauty Advisor uniforms



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Revlon-owned Elizabeth Arden has joined forces with renowned Spanish stylist/costume designer and influencer Cristina Rodríguez to create new uniforms for the brand's Beauty Advisors in the European travel retail channel. The new uniforms are currently being introduced in phases throughout all Elizabeth Arden European airport doors.

Rodríguez is a high-profile designer for film, television and theater, and to date has created designs for more than 70 films and TV series, including Netflix's *Elite* and *The Masked Singer*. She has been nominated no fewer than seven times for the prestigious GOYA Awards (Spain's principal national annual film awards, comparable to the Oscars in the United States).

“We wanted to elevate our travel retail Beauty Advisor uniforms to the next level,” explains Céline Moittié, Elizabeth Arden Marketing Director, EMEA. “Our sales team in travel retail are more than beauty consultants – they are our Brand Ambassadors. As the first point of contact many travelling consumers have with the Elizabeth Arden portfolio, they are the true face of the brand.”

### **Leveraging the emblematic Red Door**

The new Beauty Advisor uniforms feature the brand’s unique monogram and the striking shade of red that has been synonymous with the brand since founder Elizabeth Arden opened the first company spa in 1910, and painted the front door scarlet.

“Our distinctive signature red colour represents boldness and empowerment – qualities our pioneering founder was well known for,” notes Moittié.

Bruno Orbe, Director Learning and Development EMEA Prestige, adds, “Beauty Advisor uniforms are so much more than just work clothes; they embody and project a vital identity. We wanted to create something fun and dynamic, which also showcased our brand heritage and brand DNA.

“Cristina understood from the start how to use the EA monogram and the famous Arden shade of red to leverage our brand values.”

Thanks to an innovative mix-and-match collection of separates and accessories, Beauty Advisors can regularly refresh their look.

“We are very excited to reveal these new uniforms, which have been created specifically for the travel retail environment. It’s an investment that acknowledges how much we value the crucial role our Beauty Advisors play in the channel.

“The designs really help to capture the attention of passengers, and the feedback to date has been extremely positive. We believe that these new uniforms help to foster a sense of belonging and team spirit, while perfectly expressing the essence and ethos of the Elizabeth Arden brand,” concludes Moittié.



Explaining that Beauty Advisor uniforms embody and project a vital identity, Bruno Orbe, Director Learning and Development EMEA Prestige, says the team wanted to create "something fun and dynamic, which also showcased our brand heritage and brand DNA